

1<sup>st</sup> Quarter 2010

**QUARTERLY ISSUES/PROGRAMS REPORT**

**KYW-TV, PHILADELPHIA, PENNSYLVANIA**

**CBS BROADCASTING, INC.**

**CERTIFICATION**

*On behalf of KYW-TV, I certify that a copy of the quarterly issues/programs report for KYW-TV, licensed to CBS Broadcasting, Inc. was placed in the station public inspection file on April 12, 2010.*

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A handwritten signature in black ink, appearing to read 'Jon Hitchcock', is written over a horizontal line.

**Jon Hitchcock**  
**President/General Manager**  
**KYW-TV**  
**April 12, 2010**

**KYW-TV 3 – PHILADELPHIA, PA  
QUARTERLY ISSUES PROGRAMS LIST  
CBS BROADCASTING, INC.**

**January 1, 2010 – March 31, 2010**

**Attached are listings of broadcast segments, which in the station's judgment reflect KYW-TV3's most significant programming treatment of ascertained community issues.**

**PROGRAM INDEX**

**KYW-TV Eyewitness News** – weekdays, 5:00am – 7:00am; 12noon – 12:30pm; 4:00pm – 5:00pm; 6:00 - 6:30pm; 11:00pm – 11:30pm; weekends, Saturday, 6:00am – 7:00am; 6:30pm – 7:00pm; 11:00pm – 11:30pm; and Sundays, 6:00am – 8:30am; 6:00pm – 6:30pm and 11:00pm – 11:30pm, regularly scheduled news broadcasts focusing on the latest current issues.

**Eyewitness Newsmakers** – A rotation of KYW-TV News Anchors provide an approximately 10-minute segment, including newsmaker interviews which air during each Sunday morning newscast. Segments address current events on local and national fronts. The segments air in the 8:00am broadcast.

**Talk Philly** – weekdays, 12:00pm – 12:30pm; regularly scheduled lifestyle magazine program looking at a variety of topics that make the Philadelphia area so special. Hosted by Pat Ciarrocchi and Ukee Washington.

**BUSINESS/ECONOMY/CONSUMER – Topics in this category include reports on how to cut your grocery bill in half and the state of the auto industry.**

**Eyewitness News:** 1/3 – (1:35), Consumer Reporter Jim Donovan reports on tax credits associated with home improvement projects; 1/12 – (2:14), Taking a cell phone on vacation could surprise you with roaming charges on your bill; 1/13 – (1:50), Consumer Reporter Jim Donovan looks into the different ways to access your tax return; 1/28 – (1:14), Consumer Reporter Jim Donovan shows how to save on flowers for your wedding; 2/4 – (3:14), Consumer Reporter Jim Donovan explains details on how you can cut your grocery bill by as much as half by using coupons; 2/12 – (1:20), With power outages still affecting thousands in our area, and the end of winter still weeks away, frozen pipes are something many homeowners are concerned about; 2/15 – (1:20), In Pennsylvania, many senior citizens and disabled residents are eligible to get property tax or rent rebates; 2/17 – (1:46), Consumer Reporter Jim Donovan takes a look at what home improvement projects could help your home's resale value; 2/22 – (1:25), A new credit card law goes into effect today; 3/2 – (1:54), The United States Postal Service seeks big changes to deal with billions in debt. Dwindling revenue may stop Saturday delivery; 3/16 – (1:25), If you do your homework, the cost of filing your taxes might not be as bad as you thought; 3/31 – (2:18), Jim Donovan reports that you can save money on energy saving appliances

**Newsmakers:** 1/31 – (10:00), Kevin Mazzucola of the Automobile Dealers Association of Greater Philadelphia comments on the state of the auto industry, including the Toyota recalls and Ford's 2009 profit; 3/7 – (10:00), Scott Cooper, Chancellor of the Philadelphia Bar Association, explains how the organization helps attorneys, and how it also helps homeowners facing foreclosure.

**Talk Philly:** 1/14 – (30:00), Financial Expert Sheila Jacobs talks about steps to financial success in 2010; 1/20 – (30:00), Stephanie Nelson, author of "Coupon Mom" tells us how to save big bucks at the grocery store;

**CRIME – Topics in this category include reports on a string of armed robberies targeting specific businesses and an arrest in a cock-fighting ring.**

**Eyewitness News:** 1/1 – (1:30), The search continues this morning for two men who put an off-duty Philadelphia Police Officer in a coma and killed his friend; 1/9 – (:28), Police need help identifying a home invasion suspect targeting elderly women; 1/21 – (1:40), Delivery drivers are going about their business in Philadelphia, but they are keeping their guard up after a pizza deliveryman was shot and killed on the job; 2/4 – (:20), Authorities are investigating a police involved shooting in Wilmington this morning when investigators say a robbery suspect opened fire on an officer, while he was holding-up two victims; (2:13) Philadelphia Police ask for help in catching suspects in a string of armed robberies that target specific businesses; 2/18 – (1:10), Shots ring out at a Northeast Philadelphia High School, landing a teenager in the hospital, and the search is on for the suspects; 2/22 – (2:13), A Delaware pediatrician accused of serial child molestation is indicted on 471 criminal counts, including rape and assault; 3/18 – (1:30),

Two innocent people are killed in a car crash in Center City after a drag race, and the drivers responsible fled the scene; 3/19 – (:25), A robbery suspect is dead after being shot and killed by an off duty Philadelphia Police Officer; 3/23 – (:19), Police are searching for a suspect who fired shots at the Pennsylvania School of Business in Allentown; 3/28 – (:23), New Jersey SPCA's Major Crimes unit arrest a Cherry Hill man for housing 200 fighting roosters.

**CULTURE – Topics in this category include reports on the St. Patrick's Day parade and a salvager talks about recovering World War II planes from the bottom of the ocean.**

**Eyewitness News:** 1/29 – (2:18), Philadelphia International Auto Show rolls into town featuring more than 400 cars; 2/16 – (1:51), Blue Cross River Rink, an Olympic-sized ice rink at Penn's Landing featuring wintertime views overlooking the Delaware River and Benjamin Franklin Bridge is open for business; 2/28 – (1:48), Philadelphia International Flower Show is now open at the Pennsylvania Convention Center; 3/14 – (2:00), Despite the wet weather, thousands marched on during the St. Patrick's Day Parade in Philadelphia; 3/28 – (2:29) Philadelphia Mayor Michael Nutter and Police Commissioner Charles Ramsay hosted the inaugural Philly Family Fun Tour to help local businesses and residents declare their love for their city.

**Talk Philly:** 1/5 – (30:00), Actor Brendan Fraser and John Crowley talk about the new movie, "Extraordinary Measures" based on John's fight to save his children from a rare muscular disorder; 1/12 – (30:00), Stephen Treat of the Council for Relationships talks about spouses who cheat in the wake of the Tiger Woods scandal; 1/13 – (30:00), Earthquake expert from LaSalle University puts the Haiti quake in perspective; 1/21 – (30:00), Legendary newsman Larry Kane talks about his new show at the Franklin Institute about the Beatles; 1/25 – (30:00), In the wake of Tiger Woods' admission of "sex addiction" we talk to a sex addiction therapist about this affliction; 1/27 – (30:00), Yelling is the new spanking? Parenting expert and local radio host Dom Giordano talks about whether yelling is appropriate discipline; 2/4 – (30:00), Patty Henhoeffter & Christopher Sheridan of the Young Friends of the Philadelphia Museum of Art talk about fundraising and outreach programs for Philly's Art Museum; 2/5 – (30:00), Kristen Munro of Philly Style magazine shows us the latest in wedding trends. Vincent Pastore of "The Sopranos" and local radio host Steve Trevelise talk about their comedy show; 2/9 – (30:00), Local photographer shows off his calendar of housewife pinup girls; 2/12 – (30:00), Local chocolate chef Max Brenner shows us how to make chocolate pizza for Valentine's Day; 2/15 – (30:00), Actor Tom McCarthy previews his one-man show "The Philly Fan"; 2/16 – (30:00), Chef Ted Manko shows us how to make Fat Tuesday food; 2/19 – (30:00), Local PR/body language expert Dan Cirucci analyzes Tiger Woods' first press conference since the sex scandal broke; 2/23 – (30:00), Iron Chef Jose Garces talks about his new store and cooks up some food; 2/24 – (30:00), Local teen entrepreneur makes jewelry and donates money to American Cancer Society; 3/2 – (30:00), Group called "One Fit Mama" show us how to get in shape using your child and his stroller;

Football legend Dan Marino talks about his new restaurant opening in the Philadelphia suburbs; 3/5 – (30:00), TV Chef Lidia Bastianich talks about her new cookbook; 3/12 – (30:00), Irish band and dancers perform to preview the St. Patrick's Day parade; 3/15 – (30:00), Yvette Nunes of the U.S. Census Bureau talks about the 2010 Census and why it is important to return your census forms; 3/16 – (30:00), Meg Rider of MANNA talks about the annual benefit "Shut Up & Dance" – dancers from the Pennsylvania Ballet give us a preview. MANNA provides nutrition for people with AIDS and other diseases; 3/23 – (30:00), Salvager Fred Hagen talks about salvaging World War II planes from the bottom of the ocean; 3/24 – (30:00), Actress Kathleen Turner talks about her one-woman show "Red Hot Patriot" in Philly in which she portrays the unsinkable Molly Ivins, the famously brassy newspaper columnist and best-selling author.

**ENVIRONMENT – Topics in this category include reports on a debate over a dredging project in the Delaware River.**

**Eyewitness News:** 3/1 – (1:35), Pennsylvania and New Jersey are mired in a deep debate over a dredging project in the Delaware River that began today.

**GOVERNMENT – Topics in this category include reports on Philadelphia Mayor Michael Nutter's focus on issues impacting the lives of city residents and a bill allowing table games in the first state.**

**Eyewitness News:** 1/5 – (2:15), Philadelphia District Attorney Seth Williams is wasting no time in his new job; he's unveiling more initiatives to fight crime and improve the justice system; 1/28 – (:15), Delaware Governor Markell today signed a bill allowing table games in the first state; 2/9 – (1:30), Governor Ed Rendell unveils his new state budget, which calls for big changes to the state sales tax; 2/22 – (1:40), New Jersey Governor Chris Christie is proposing major cuts in state aid to schools because he feels the districts can get by on their own surplus money without drastic changes; 3/14 – (1:40), Mayor Michael Nutter outlines his controversial budget plan to Philadelphia, which includes fees for trash collection and taxes on sugary drinks; 3/16 – (1:35), New Jersey Governor Chris Christie unveiled his first budget plan today, which includes deep cuts to close an 11 billion-dollar deficit; 3/17 – (2:07) Local lawmakers are proposing an anti-violence bill that could threaten parents with fines and jail time if their child commits a crime; 3/22 – (3:44), Pennsylvania Rep. Joe Sestak (D) talks about the historic vote on health care; 3/23 – (1:35), Pennsylvania Governor Ed Rendell wants Washington to green light his plan to put tolls on Interstate 80 to make repairs and renovations to Pennsylvania roads, bridges, and even mass transit; 3/27 – (2:31), A Pennsylvania lawmaker wants to propose legislation that would ban tanning beds for minors.

**Newsmakers:** 1/3 – (8:00), In a year-end, 2-part interview, Mayor Michael Nutter (D) Philadelphia focuses on crime, taxes and other issues impacting the lives of those who live and work in the city [Part 1 aired on 12/27/09]; 1/10 – (11:00), How did a terrorism suspect, who was supposed to under additional screening, manage to get onto a plane bound for Detroit? National security analyst Ed Turzanski, a La Salle University professor, explains why there's enough blame to go around; 1/24 – (12:00), Tom Knox,



(D) Former candidate for Pennsylvania Governor explains why he decided to drop out of the race, endorse a former rival, and explain what the next governor has to do; 2/14 – (9:00), Montgomery County Commissioner and candidate for Pennsylvania Governor Joe Hoeffel (D) explains why he's running and what he plans to do if elected; 2/21 – (12:00), U.S. Senator Ted Kaufman (D) Delaware talks about the economic stimulus act, reforming the banking industry, and why he will not see a full term; 2/28 – (10:00), Pennsylvania Auditor General and candidate for Governor Jack Wagner (D) explains why he's running for governor and what he plans to do if elected; 3/14 – (10:00), Pennsylvania State Senator and candidate for Governor Anthony Williams (D) explains why he's running for governor and what he plans to do if elected; 3/21 – (11:00), Evesham Township, NJ Mayor Randy Brown talks about Gov. Chris Christie's budget cuts, and the impact on communities; 3/28 – (11:00), Pennsylvania State Representative Sam Rohrer (R) Berks County explains why he's running for governor and what he plans to do if elected.

**HEALTH – Topics in this category include reports talking to your teenage girls about sexual health and new evidence suggests too much time spent texting is causing health problems for a growing number of people.**

**Eyewitness News:** 1/4 – (1:04), There is more evidence to suggest heart attacks happen more frequently during the winter; 1/7 – (1:16), New evidence reports that cell phones may not be harmful to the brain as previously suggested and could in fact protect against Alzheimer's; 1/11 – (1:25), New York City is recommending that food be made with less salt and health departments in our area have endorsed the idea as well; 1/14 – (:20), Researchers found one night of good sleep is not enough to make up for chronic sleep deprivation or reverse its effects; 1/20 – (3:34), Tips to keep your skin hydrated during the winter; 1/22 – (:25), Thyroid cancer rates are well above average in our area and new research suggests nuclear power plants may be to blame; 1/25 – (:20), A new study shows people with the highest levels of the vitamin D, had as much as a 40-percent lower risk of getting the colon cancer; 1/29 – (:20), A new study finds smokers who inhale their own smoke in confined spaces add to their own health risk; 2/2 – (1:28), A new injectable medication is approved by the FDA for the treatment of psoriasis; 2/3 – (1:25), According to new research, students who carry heavy backpacks are suffering with spinal compressions and curvatures; 2/4 – (2:10) Medical Reporter Stephanie Stahl talks with Dr. Seth Scholl on shoveling safety and frost bite warning signs; 2/8 – (1:15), - There are alarming new numbers that show how big of a risk women face if they delay starting a family, increasing the chances of having a child with autism; 2/9 – (1:12), The FDA is working with doctors and medical manufacturers to reduce unnecessary radiation exposure from medical scans; 2/16 – (1:30), A new study says that aspirin can improve survival rates for women with breast cancer by 50 percent; 2/19 – (3:20), Advice on how to keep your feet healthy; 2/22 – (:20), The American Academy of Pediatrics wants to put warning labels on hot dogs for children that they pose a choking hazard; 2/24 – (2:13), Weather anxiety is at an all time high with the region being hit by back-to-back blizzards; 3/2 – (3:55), New reports suggest the eating disorder anorexia is skyrocketing and it is striking a growing number of young girls; 3/4 – (1:20), New evidence suggests too much time spent texting is causing health problems for a growing number of people; 3/10 –

(2:07) March is colon cancer awareness month and it is one of the leading cancer killers; 3/11 – (1:45), A potential new cure for diabetes is being tested here in Philadelphia; (1:12), Botox is approved by the FDA for people dealing with spasms; 3/17 – (2:37), Helpful hints to adjust your sleep habits with daylight savings time; 3/24 – (2:15), Doctors at the Children's Hospital of Philadelphia are using a new therapy for patients with sickle cell anemia, and it has cured one patient; 3/30 – (1:13) New evidence suggests that junk food could be as addictive as cocaine or nicotine.

**Talk Philly:** 1/6 – (30:00), Liz Scott, of the Alex's Lemonade Stand Foundation, and another family affected by childhood cancer, talk about the "Lemon Ball" which raises money for ALSF; 1/8 – (30:00), CBS's Dr. Jennifer Ashton talks about her new book about talking to your teenage girls about sexual health; 1/29 – (30:00), Former radio personality Cousin Ed talks about a fundraiser at a local bar benefitting prostate cancer research; 2/2 – (30:00), Dr. Lisa Masterson of "The Doctors" talks about her humanitarian trip to earthquake-ravaged Haiti, and also spoke about women's health issues; 2/3 – (30:00), Dr. John Jemmott talks about his new study, performed locally, on teens and abstinence; 2/18 – (30:00), Psychologist Jane Shure talks about people's obsession with plastic surgery.

**MINORITY/ETHNIC – Topics in this category include reports on an offensive racial announcement made over the public address system at a Wal-Mart store and same-sex marriage advocates and opponents are awaiting a pivotal vote in New Jersey from the state senate.**

**Eyewitness News:** 1/7 – (1:40), Same-sex marriage advocates and opponents are awaiting a pivotal vote in New Jersey from the state senate; 1/17 – (:20), African-American dance is being celebrated this weekend in Philadelphia at this year's "International Association of Blacks in Dance Conference"; 1/18 – (:15), At the Triumph Baptist Church in Germantown, the Black Clergy of Philadelphia gathered to celebrate the work of Doctor King; 2/2 – (1:00), CBS 3 and The CW Philly showcased the next generation of influential Black artists in Philadelphia in celebration of Black History Month in conjunction with the Philly 360° marketing program from the Greater Philadelphia Tourism Marketing Corporation; 2/15 – (:20), Guests were invited to a special presentation called "In Our Lifetime: A Celebration of African-American Achievement" in Wilmington; 3/19 – (:25), The Gloucester County Prosecutors Office is expected to announce an arrest following an offensive racial announcement made over the public address system at a Wal-Mart store; 3/29 – (1:30), Members of Philadelphia's Black Clergy condemned the actions of State Attorney General Tom Corbett, who is one of several Republican Attorneys General to file a lawsuit claiming the healthcare reform is unconstitutional.

**PUBLIC HEALTH & SAFETY – Topics in this category include reports on how Philadelphia's Haitian Community is responding to the deadly earthquake in Haiti and concerns over TSA bomb sniffing dogs at Philadelphia International Airport.**

**Eyewitness News:** 1/4 – (2:19), After a failed terror attack on Christmas Day, one local lawmaker is worried about the safety at Philadelphia International Airport and has raised concerns over TSA bomb sniffing dogs; 1/15 – (2:34), The CBS local media stations in Philadelphia teamed under the "Operation Brotherly Love" banner to use their combined voices for a good cause – to raise funds for the American Red Cross relief effort for Haitian Earthquake victims; 1/18 – (:20), Johnson and Johnson is recalling more than 53 million products, including Tylenol, Benadryl, and Motrin; 1/20 – (1:15), A million and a half strollers are being recalled after children have reportedly been injured; 1/27 – (1:40), Toyota is halting the production and sale of eight top models because of safety concerns; 2/1 – (1:30), Toyota says a steel reinforcement bar will be installed in the recalled Toyota's to reduce friction, but it's still not clear when repairs will begin; 2/9 – (1:20), With one storm down, and another one just hours away, some homeowners are starting to get bit worried about their roofs and how much snow and ice can they handle; 2/12 – (2:34), Advice on how to avoid frozen pipes in this frigid weather; 2/22 – (1:35), The leading cause of injury and death for children under the age of three is choking on food, and now there's a push for warning labels on those foods; 3/24 – (:21), More than 1 million Infantino baby slings recalled.

**Newsmakers:** 1/17 – (11:00), Emmanuel Polection of Radio Vision Celeste and the Haitian Community Help Center talks about how Philadelphia's Haitian Community is responding to the deadly earthquake in Haiti.

**RELIGION – Topics in this category include reports on a public awareness campaign launched by The Council On American-Islamic Relations against the "World of Islam" books and Catholic School students from our area who oppose abortion are joining up with thousands at the annual "March For Life" event in Washington, D.C.**

**Eyewitness News:** 1/22 – (:20), Some local Catholic School students who oppose abortion are joining up with thousands at the annual "March For Life" event in Washington, D.C.; 2/1 – (1:30), The Philadelphia Archdiocese is joining in the national celebration of Catholic Schools Week; 2/28 – (:20), Tonight marks the start of the Jewish Holiday of Purim which was commemorated at Temple Beth Am's Purim party; 3/17 – (:20), The Council On American-Islamic Relations launched a public awareness campaign today in Philadelphia against the "World of Islam" books by Mason Crest Publishing; 3/29 – (:20), Jewish families across the globe gathered tonight for a Passover Seder, to retell the story of the Jewish exodus from Egypt.